

Curlers Organize For New Season

An enthusiastic group of curlers met in the arena on October 18, to make plans for the new season, which from the feel of the weather right now, is not very far away.

Herb Sinclair will sit in the president's chair this term, with Cliff Sorenson acting as vice-president. Irvn Klein is second vice-president and Fred Evans will act as secretary.

Committees appointed were: J. Wordie, membership; C. Sorenson, drawmaster; A. Allen, memorial Centre representative.

Dues this year will be \$15 for town members and \$12 for country members. Matched rocks have been purchased for each sheet of ice, so there will be a \$3.00 rental fee for each curler for the season.

The annual bonspiel was scheduled for January, 1957 and the Farmers'spiel will be held as soon as ice is available.

Any four curlers may form a rink for the coming season.

ZELLA W.I. HOLDS OCTOBER MEETING

Mrs. A. Oppen was hostess to nine members and one visitor for the October meeting of Zella W.I. held at her home last Thursday afternoon. Roll call was answered by "Where I Went or Would Like To Go On My Holiday." For the most part it was a happy gathering.

It was agreed to have a raffle at the bazaar: a grocery hamper for first, a cushion top for second, with the third prize to be decided on at a later date.

A humorous story was the "bit of fun," taken by Mrs. J. Hansen. Mrs. E. Waldruff for her health topic read an article on "Babies Kept in a Filing Cabinet." A citizenship topic, "Country Women of Ceylon," was presented by Mrs. A. Waldruff. Mrs. W. Spooner was winner of the door prize.

Mrs. E. Waldruff will be hostess for the next meeting, to be held Thursday afternoon, Nov. 15, when roll call will be a bread and butter plate for the community centre.

LAST WARNING !! DISCOUNT IS OFF OCTOBER 31

As we warned you before, the 5% tax discount on town property taxes whistles out the window on the last day of the month. Now's the time to visit the town office and pay the shot.

ZELLA NEWS NOTES

(From Our Own Correspondent)

Mr. and Mrs. Harold Braun and Kathleen Egrins visited last week with Mr. and Mrs. Earl Braun at Evansburg.

Bobby Peterson broke his arm last weekend for the second time in a few short weeks.

Miss Kathleen Grange returned home Saturday after being hospitalized in Didsbury with a virus the past week.

You are cordially invited to attend an evening of films to be shown by Mr. Bell at the Community Centre this Friday, Oct. 26. Lunch will be served at a nominal fee by the Zella W.I.

Another landmark of the district was erased when fire completely destroyed the home of Mr. and Mrs. Arthur Worthington Saturday afternoon about 4 o'clock. Neighbors responded to a call for help but the fire had gained too much of a headway and the men succeeded in saving only a few pieces of furniture.

Mrs. E. Lowrie returned home Saturday after assisting for the past two weeks at the home of her daughter, Mrs. Roy Wolton of Edmonton.

We are very pleased to hear Mrs. C. Gibbs is home after being hospitalized much of the past month.

At the layman's service held at Zella on Sunday last Mr. Alf Thomas and Mr. Rod McLeod were reported on the layman's conference they had recently attended at Banff.

UNITED CHURCH GROUP PLAN CHRISTMAS BAZAAR

United Church W.A. Evening Group met at the home of Mrs. W. Cochee Monday evening, October 23. The vice-president, Mr. Cliff Sorenson had charge of the meeting. The date for the Christmas bazaar was set for Saturday, Dec. 1.

Plans were made for catering to a wedding in November. Mrs. J. A. Shannon read a paper on "Stewardship." The meeting closed with the Devotional, taken by Mrs. Wayne Stauffer.

DIDSBURY MARKETS BUTTERPAT

Delivery Bails at Crystal Dairy

Table	68c
Special	69c
No. 1	80c
No. 2	82c

Natural Gas Turn - On Big News Of The Week

Here you get another front seat view of the big deal... natural gas heading into Didsbury. You can pick Mayor Lench-Staunton 90 in the side picture as he turns the big valve that released the flow of the invisible heater-helper to the town of Didsbury.

Head officials of the Canadian Western Natural Gas Company were on hand for the ceremonies, including general manager R. C. MacPherson.

The latter made no mistake when he promoted natural gas for Didsbury, but it did pull one big "bull" in its short tail. He referred to the gathering as citizens of Olds.

That's a nasty word in these parts and it is just fortunate no one in the gathering were packing a shooting iron or the big man would have gone home with a hole in his pants.

However, we spoke to him afterwards and he assured us that when they turn the tap in Carstairs this week he will give us due consideration.

All folks' aside, it was a big night, attended by a very large group of interested people from the town and district. When the roar went up as the fire was ignited, it was that roar we have been waiting for so long.

The plumbers will go to work in earnest now. Meter crews are scouring the town and it won't be long now 'till we can forget that one excuse - sore back from hauling coal and ashes.

Another milestone has been passed in the progress of Didsbury.

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And Away She Goes...

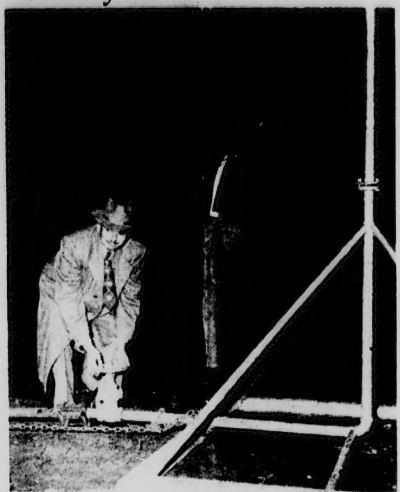


Photo courtesy WIGGINS' STUDIO

Home & School Executive Meeting

Officers, committee members and all other interested members of the Didsbury Home and School Association are asked to note the change in date for the important executive meeting which had been scheduled for Nov. 5; it will now be held on Monday, Oct. 29, at 8 p.m. in the school.

The fall conference of local talent will be held in Calgary on Oct. 30 at Crescent Heights high school, commencing at 9:30 a.m.; registration fee of 50c.

The C.B.C. School for Parents (14th series), entitled "Discipline at Home," will commence shortly. Questions discussed in Dr. Laycock's nine talks will be:

Nov. 1—"What Is Discipline."

Nov. 2—"Corrections of Effective Discipline."

Nov. 15—"Discipline That Works."

Nov. 22—"Punishments. Good and Bad."

Nov. 29—"Discipline and Eating."

Dec. 6—"Discipline and Sleeping."

Dec. 13—"Discipline and TV, Radio and Comics."

Dec. 20—"Discipline and Family Chores."

Dec. 27—"The Well Disciplined Child."

Time: between 3:30 and 4:30 p.m. over C.B.C. stations.

Best wishes to Ella White, who is still a patient in the Didsbury hospital.

Bob Youngs, spent the weekend with his mother.

Several big game hunters of the district trekked westward last week with varying degrees of success.

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Sport Is Sick

Sport is sick. Sick with the treatment it receives from those who have fastened on to it like leeches. Fastened on to it for their own personal profit. Purveyors of the built-up commentary, the easy column, the phony publicity. The huckster, hang-on, who purchase publicity by peddling the physical exploits of others.

So sport is sick. Sick because it has become an end in itself and not a means to an end - which ought to be - entertainment and pleasure for those who participate and those who look on. Instead it has become a business of words and dollars instead of action and deeds. And because it knows itself to be talked about by the self-styled experts it languishes and grows sicker day by day.

Let sport be healthy. A contest of skill and endurance and condition, with the rules defined and agreed to by each side, not only in name but in principle, for the necessary continuance of the game itself. Where the rules are made to lose, provided the defeat is honorable and where sportsmanship is regarded, not as a sign of weakness but of strength. Strength of character, which is essential to any human undertaking as "guts and gumption."

Let sport get up off its bed of boudoir ease and start walking again under its own power. To be lulled in false security is no way of recuperation. Sport as a means to health must be healthy itself.

When sport is sick, none are happy.

When sport is healthy, all is well.

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WAS IT MOUSE OR MOOSE? EVERYONE IS GUESSING

If you want any moose-burgers, just turn that famous western trio of Roy, Emil and Mike loose in the morning and they'll be back by nightfall with it all around up. Mike says it was a good thing Dad wasn't along or they wouldn't have been enough left for supper. On this trip there was a little discussion as to just what was shot. The animal had horns that spread in every direction - Roy says it was an Elk, Emil called it a moose and Mike stayed in the clear with no comment.

Melvin Institute To Assist In Rest Room Project

Melvin W.I. met at the home of Mrs. H. Fisher on Wednesday evening, Oct. 10, with nine members and three visitors present.

Mrs. Vance Shields chose "The Tweedamur History" as her topic. Means of raising money for the rest room were discussed. Bran muffins were judged, with Mrs. Eric Good being the winner.

Mrs. E. Dupont Jr. was the winner of the "bit of fun."

Next meeting will be held at Mrs. Glen Roberts on Wednesday, Nov. 14 at 8 p.m.

WESTCOTT JUNIOR W.I. HOLD INTERESTING MEETING

The October meeting of the Westcott Jr. W.I. was held at the home of Mrs. Arnold Sletten, with all members and two visitors present. Roll call was "halloween pranks."

Plans were completed for the halloween dance to be held October 31 at Westcott school.

Mrs. Bob Dubois read over the handcraft list. Her topic for the handcraft was Mrs. Perrin show how to make wood fibre corsages. This was enjoyed by all in attendance.

Mrs. Bill Bogner had the "bit of fun" which was dropping pennies in a milk bottle. Mrs. Vance Shiels, a visitor, was the winner.

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Fire Destroys Farm Home

A fire of unknown origin broke out in the farm home of Mr. and Mrs. Arthur Worthington at approximately 4 p.m. last Saturday afternoon, destroying the entire building and practically all contents.

Fire of this nature is a crude shock at any time and in this case it took a real thrust at the owners of the home. They had in this case advertised all their furnishings and equipment for sale, with the date scheduled for today, October 25.

The house and contents were partially covered by insurance.

BUSINESS REQUIRES SPELLING, ENGLISH !!!

The ABC's of the business world we've outlined to students of the Modern College of Business recently, by William Darnell, of the Gregg division, McGraw-Hill Publishing Company, Toronto.

In an alphabet lesson in business, the speaker noted that A and B mean "academic background" and "business skills," and he urged the students to acquire a solid foundation in spelling and English.

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HALLIDAY'S CASH GROCERY

CAKE MIXES, Shirriffs, White and Chocolate,
2 pks. 59c

ONE PKG. SHIRRIFFS PIE CRUST and
ONE 24 oz. Jar of York MINCEMEAT,
Both for 73c
VELVETTA CHEESE 2 lb. pkg. \$1.00

CHECK OUR HALLOWEEN
SUPPLIES ... You'll Agree With
US ... They're the "Best In Town!"

OLD CHEDDAR CHEESE, Ontario 1 lb. 65c
5 ROSES FLOUR 49 lb. sack \$3.29
MARGARINE, Burns' Delmar 2 lbs. 69c
BREAKFAST COCOA, Fry's 1 lb. tin 81c
GOLDEN SYRUP, Rogers 5 lb. tin 75c
PORK & BEANS, Aylmer's 15 oz. tin 3 for 49c

We Have The Equipment To Do ..

FOR YOUR REQUIREMENTS
DITCH DIGGING
— AND —
LOADING

B. W. Barrett
APPLY AT BARRETT'S GARAGE

ADVERTISING DOESN'T COST !! IT PAYS !!

OLDS DRIVE - IN THEATRE

WEDNESDAY AND THURSDAY, OCTOBER 24 and 25 —
MICKEY ROONEY and COLLEN ORAY in

"TWINKLE IN GOD'S EYE"

FRIDAY AND SATURDAY, OCTOBER 26 and 27 —
EVE ARDEN and GALE GORDON in

"OUR MISS BROOKS"

Here is your favorite school marm of TV and Radio fame
presented for the first time on the screen.

MONDAY AND TUESDAY, OCTOBER 29 and 30 —
STEVEN MCNALLY and DOROTHY MCGUIRE in

"MAKE HASTE TO LIVE"

WEDNESDAY AND THURSDAY, OCTOBER 31 and NOV. 1 —
JOHN DEREK and JOAN EVANS in

"THE OUTCAST"

(Color)

Used Cars Are Scarce

1956 OLDSMOBILE DEMONSTRATOR —
with radio, back seat speaker; back-up
lights, jet-away hydramatic white wall
tires, new car guarantee.
All this and \$700 OFF List Price

1954 CHEVROLET 1-TON TRUCK —
Fully reconditioned.

1951 CHEVROLET DELUXE SEDAN —
With power-glide transmission.
COME IN AND LOOK OVER THE
NEW 1957 CHEVROLET CAR AND
TRUCK ... NOW ON DISPLAY !!!

EDEORD MOTORS
YOUR MODERN GARAGE

CHEVROLET — OLDSMOBILE
Phone 58 Didsbury

BUY SELL LEASE
USE THE

RENT TRADE
CLASSIFIED FOR RESULTS
BUY SELL LEASE

FOR SALE — Large coal heater,
used as furnace, in good condition.
Priced reasonable. Phone 41-31p

FOR SALE — McClary coal and
wood cook stove, two oil heaters,
all nearly new, cheap. Contact
J. W. Jackson, Didsbury. 41-31p

FOR SALE — No. 90 Oliver Tractor,
in good shape. Will trade for
cattle, grain or lumber. Also 10
Holstein heifers, all in calf. Phone
2117, Didsbury. 41-31p

FOR SALE — Admiral combination
radio and automatic record player,
table model. Phone 208. 41-31p



THIS GUY IS FEELING AT OUR
ADS ... HE'LL THINK THE DEALS
OVER AND SHOP WHERE THE
PRICES ARE RIGHT ... and we'll
bet you he makes Didsbury his shopping
centre.

South West Didsbury

(From Our Own Correspondent)

Mrs. Fred Befus and Miss Marilyn
Befus were Thursday and Friday
visitors in Calgary.
Mrs. H. W. Folkman, Helen and
Marian, and Mrs. Ed Clayton and
Katherine were Friday visitors in
Calgary.

Mr. and Mrs. A. Stewart and family
of Edmonton were Sunday visitors
with Mr. and Mrs. Fred Befus
and family.

Miss Margaret Rosenberger and
a girl friend of Calgary, were week-
end visitors at the home of Mr. and
Mrs. Donald Weber.

Mrs. L. Rosenberger of New Dundee,
Ont., arrived Sunday to visit
with Mr. and Mrs. Don Weber and
Colette. The former is Mrs. Weber's
mother.

Mr. and Mrs. Cecil Weber and
family and Mr. and Mrs. Donald
Weber and family spent several days
visiting relatives at Byermore last
week.



Don't Be One
COURTESY
GONE OF THE ROAD



More Coffee?

Brazil has been testing portable
aluminum irrigation systems to
increase the coffee crop. Results
are startling: yield per tree is
more than doubled. Even if ap-
plied only to half of Brazil's
coffee crop, production would be
increased by 3,700,000 bags!

Our own Canadian farmers
have found endless ways to use
Canadian aluminum: Piping for
orchards, field crops and stock
... foil for mulching ... roofing
and siding for barns, brooders
and silos ... cans and pails for
dairy farms.

Canadian output of primary
aluminum is being further in-
creased to supply the makers of
these and a thousand other prod-
ucts useful in agriculture, in-
dustry, defence and the home.
ALUMINUM COMPANY OF
CANADA, LTD. (ALCAN)

FOR SALE — Renner gas heating
unit, practically new, 100,000 BTU.
This is a ceiling unit. Contact H.
Font, phone 95, Didsbury, for fur-
ther particulars. 42-31p

FOR RENT — Three room suite with
water and sewage. Some furniture
and linoleum. Phone 240, Dids-
bury. 40-31p

LOST — Roan steer, about 1 1/2
years old, branded B C bar on right ribs.
Contact H. J. Steis, Westward Ho.
42-31p

FOUND — No. 9 Iron, Wright-Dit-
son, on golf course. Owner can
pick it up at the Pioneer Office,
but remember, you have to pay for
this ad. 41-31p

FOR RENT — Three-room house,
furnished or unfurnished, with
garage. Phone 18 or 221, Dids-
bury. 42-31p

WANTED — Home for a nice little
dog. No charge. Fond of children.
Phone 66, Didsbury. 42-31p

FOR SALE — Six used 4-burner gas
ranges, \$15 each, while they last.
Contact Pioneer Office for further
particulars. 39-41p

—Here's what they are — watches —
men's — waterproof — shock ab-
sorbing — 17 jewels — unbreakable
main springs — all Swiss. These
fully guaranteed watches are going
on a special trade-in sale during the
month of August and while they last.
The regular selling price with ex-
pansion bracelet is \$29.50 but with
your old trade-in they cost you only
\$19.50. Less your old watch no matter
what the make or condition is
worth \$10.00. This trade-in special is
at STOTT'S JEWELLERY just
west of the post office in Olds.

LISTINGS ARE NOW BEING TAKEN
IN for the FALL HORSE SALE,
to be held at the INNISFAIR AUCTION
MART on Friday, October
26th. Write West Scott, secretary,
Innisfair. 39-41p

WE'RE AVAILABLE for the hauling
of coal or grain. For further par-
ticulars contact Otto Bitner,
phone 1419, Didsbury. 42-31p

FOR SALE — Two-room house, 14x22
and porch. Wired and painted.
Has built-in cupboards with sink,
clothes closet and pantry. Deliv-
ered to a distance of 16 miles at
\$1025. Located at D. A. Aussenhus,
phone 2112; three miles east of
new No. 2 highway on south Dids-
bury road, Roy Brown, owner,
box 15, Olds. 42-31p

MR. LIVESTOCK MAN — there
will be another big feeder sale at
the INNISFAIR AUCTION MART
on Saturday, Nov. 3. 42-31p

DIAMOND
RINGS
Blue River
BILL STOTT
"Your Graduate Jeweller"
Olds — Alta

FOR STEADY YEAR-ROUND IN-
COME, start your own business
selling the famous Rayleigh line
of necessities in the Didsbury lo-
cally. No large cash investment
required. Buy on time. For full
details write W. T. Rayleigh Co.
Ltd., Dept. GJ-40, Winnipeg 3,
Man. 39-41p

ATTENTION SWINE AND SHEEP
BREEDERS — The Central Alberta
Swine Breeders' Association are
sponsoring their first annual swine
sale in the Innisfair Auction Mart
on Saturday, Nov. 2nd, starting at
1 p.m. Early entries for this sale
indicate it will be one of the best
of the kind held in this district.
41-31p

HORSE SALE — Plan now to attend
the Horse Sale to be held at the
Innisfair Auction Mart on Friday,
Oct. 26th, starting at 10 a.m.
There will be over 100 head of
horses, draft, saddle, ponies and
meat horses. Entries accepted to
sale time. 41-31p

FERTILIZER PRICE IS DOWN —
Once again 11-48 Brand Fertilizer
is below the \$100 a ton price, off
the car. Order now! See your
local agent — HAROLD E. OKE.
41-31p

FOR SALE — One and a half story
house. Second floor could be
rented separately if desired. Water
and sewage on each floor. Gas
pipe to house. Contact Box K,
Didsbury Pioneer. 40-31p

FOR SALE — Green feed, 10 to 12
acres in the stock; price will be
higher after stacking. C. H.
Brown, R. R. 2. 40-31p

FOR SALE — High fidelity radio-
record player; lady's winter coat,
like new; 1951 Oldsmobile 2-door
sedan, complete with extras. High-
est offer accepted. Phone 375,
Didsbury. 40-31p

—\$10.00 for you — at STOTT'S
JEWELLERY in Olds. During the
month of August you may trade-in
your old watch no matter what the
make or condition on a man's 17
jewel, waterproof, shock-absorbing
and all Swiss made watch regularly
selling for \$29.50. You pay just
\$19.50. These watches are fully guar-
anteed and carry STOTT'S usual
service warranties. See them the
next time you are in Olds.

FOR SALE — Oil burner conversion
unit, complete with controls and in
good working order; will install.
Cheap. Phone 291, Didsbury. 40-31p

LEO SEGUIN

AUCTION SALE

SATURDAY, OCTOBER 27

SALE TO COMMENCE AT 1:00 P.M. SHARP
THREE AND ONE HALF BLOCKS EAST OF RAILROAD
TRACKS IN DIDSBURY, former ED WEBER RESIDENCE
If inclement weather prevails sale will be held in the
DIDSBURY MEMORIAL ARENA

Household Furniture and Miscellaneous

9 Cu. Ft. Fairbanks More Refrigerator, with 50 lb. freezing com-
partment, each door (new); Thor Hydro-Swirl Electric Washer
(new); 2-Piece Chestierfield (new); 5-Piece Chrome Dinette Suite
(new); 5-Piece Chrome Kitchen Suite, red and grey (new); 3-Pec.
"Mr. and Mrs." Bedroom Suite, light oak, with new Spring-Filled
Mattresses; Blended Bedroom Suite, with New Spring-Filled
Mattresses; Green TV Swivel Chair; New Bed with Spring-Filled
Mattress; White Enamel Coal Range; 2 Blended Mahogany Coffee
Coffee Tables; Blended Chesterfield End Table; Trilight Lamp;
Sewing Table; Adjustable Chrome Ironing Board, Roto Cooker,
for barbecuing, baking or other cooking duties; Sewing Table;
Hassock; Clothes Horse; Electric Toaster; 4 Lamps, Ash Tray
Stand; Quantity of Dishes; Brooms, Mops, Pots and Pans;
Dacron-Filled Pillows; Medicine Cabinet; Two-Burner Electric
Hot Plate; Natural Gas Radiant.

Falls; Two 5-Gallon Milk Cans; Quantity of Paint; 45-Gallon
Steel Drum; 25-Gallon Steel Drum; Set of Acetylene Cutting
Torch, with 30-ft. hose and welding tips; Chain Block, Barn,
Sledge Hammers, Bolts and Washers; Number of Tools; Canned
Fruit and New Potatoes; Truck Flares; Wheel for 1946 1-Ton
Ford Truck; 1948 1-Ton Ford Truck with 750-17 8 Ply new
Nylon Tires, Heater and Licence.

AUCTIONEER'S NOTE: All the above advertised furniture is new,
purchased within the past six months, and is in the best of con-
dition. Don't miss this sale for it is an opportunity to buy new
furniture at your price.

TERMS CASH
AUCTIONEER
Raymond L. Shantz
License No. 129, Phone 1211,
Didsbury, Alta.

TERMS CASH
CLERK
Lorne Clayton
Phone 63,
Didsbury, Alta.

You Get 95-Bushel Capacity...Spreading Up to 6 mph.



...with the New JOHN DEERE "R" SPREADER

This New Model "R" is a rugged spreader
— a spreader that won't nickel-and-dime you
to death, because it has extra strength in
death, because it has extra strength in
especially for work at speeds up to 6 mph.
It has high-grade bearings in wheels and
beaters. It has beefed-up beaters and wide-
spread. It is extra-rigid — won't get a sway-
back or bulgy sides from heavy loads. Good
balance of the Model "R" means you can

spread the year around with a 2-3 plow trac-
tor.

The New Model "R" is built to withstand
the jars and jolts of heavy power loading.
It has armored-steel side-flares which protect
the sides of the loader. A heavy, steel arch-
pipe protects beaters.

Come in soon and get complete details.

Wm. Cowan
Sales and Service
MERCURY - LINCOLN - METEOR

See Us For
JOHN DEERE
Quality
Farm Equipment

Notes From D.A.

By Howard J. Fisher

There are seven 4-H livestock clubs in this area, five beef and two dairy. These clubs are now organizing for the coming season. The clubs with their respective leaders are as follows: Olds Beef Club, L. Fisher; Carstairs Beef Club, H. Schielke; East Didsbury Beef Club, A. E. Brander; West Didsbury Beef Club, Jim Hughes; Cremona Beef Club, Vair Reid; Olds Dairy Club, R. Armstrong; Betchon Dairy Club, A. Craig.

The 4-H clubs are made up of members who elect their own executive, together with an adult committee of one, who is club leader. Membership is open to any farm boy or girl between 12 and 21 years of age. The members have their own calves, and feed and care for these through the year, terminating with an achievement day.

This big day is usually held in June for the beef clubs and August for the dairy groups. During the season the clubs hold regular meetings at halls, schools or farm homes. They learn how to conduct their own business, how to keep feeding records, how to select and handle livestock during their club year. The training and experience gained is of great value, the knowledge acquired is an asset for the rest of their lives.



Smartness is combined with utility in 1937 Chevrolet station wagons, as shown in this Bel Air six-passenger model. As in other Bel Air models, the station wagon gains styling distinction with the aluminum insert for the flared rear fenders.

These clubs are supervised and supported by the provincial government; they also receive support in prizes from numerous business concerns, breed associations and other organizations. Members may win many valuable awards during their club years, such as a week at the School of Agriculture or a trip to the Toronto Royal Fair.

Any young boy or girl who wishes to join one of these clubs should contact the club leader in their area, or myself, as the new club year is just commencing. You will receive the value of 4-H club work only if you join the club and participate.

U.S. INVESTORS NOTE

Speaking to a U.S. audience the other day, Mr. Howe made four specific suggestions to American firms with Canadian subsidiaries:

To admit equity participation for Canadians by offering their shares in this market;

To make more use of Canadians in top management;

To publish the financial results of the Canadian companies;

To allow their branch plants to engage in export trade.

American investors will be well advised to adapt themselves to Canadian susceptibilities. If U.S. con-

TEXANS WON'T GIVE UP...

A famous personage once attended a party in the Lone Star State; she was wearing more than a million dollars worth of diamonds. One Texan pointed her out to his listeners: "She's the one with the deep sun tan."

Controlled enterprises in Canada don't manage to adapt themselves to the legitimate national pride of which Mr. Howe reminded them, there will be a strong demand here for pulling in the "welcome mat that still lies across our 3,000-mile threshold; and that would be a misfortune for both countries concerned."

WHEAT HISTORY REVIEWED ON COMINCO COMPANY

The year when the "wheat quota" for the Canadian prairies was only 5000 bushels — and when less than a fifth of that small figure was actually delivered — is recalled by agriculturist Grant MacEwan in a 15-minute radio talk in the "Cominco Commentary" series.

The popular broadcasts, sponsored by the Consolidated Mining and Smelting Company of Canada Ltd. are heard every Sunday on radio stations throughout the prairie provinces.

In his review of the history of prairie wheat farming, Mr. MacEwan recounts the long journey of a young Toronto wheat buyer to Winnipeg in 1876, his significant offer for 5000 bushels of prairie wheat, and the disappointing quantity but impressive quality of the product received.

From the beginning, Mr. MacEwan follows the rise of prairie wheat production from the 1878 low to the 1931 high of 500 million bushels. In addition, he traces the change in wheat varieties; from Red Fife to Marquis, then to the "tailor-made" rust resistant types now in general use.

In other talks in the current series, Mr. MacEwan comments on such subjects as winter livestock fattening techniques and new developments in scientific agriculture.

Secret Of Productivity...

Listen to the hum of motors, says The Financial Post, and you can hear the basic secret of Canada's productivity.

Electricity today does 80% of the work in our factories. Tomorrow: 90% of the work, in 1% more factories each year. The industry which makes electrical apparatus held ninth place as a major dollar-producer in 1939. Today it rates third.

The electric "horsepower race" is one that Canada can't afford to lose. The day we flick the switch and nothing new happens is the day Canada begins declining as a competitive nation.

For all that, the supply-demand equation appears just in balance. Power men say: "We're slightly ahead, but battling to stay there."

CHURCH NOTES

EVANGELICAL CHURCH

Rev. A. E. Stichel, Pastor

Sunday Services:
10:30 a.m. — Worship Service
11:30 a.m. — Sunday School
7:30 p.m. — Evening Service
Wednesday Evening 8:00 p.m.
Bible Study and Prayer Meeting.

SUNDAY SERVICES

2:00 p.m. Sunday School
3:00 p.m. Worship Service
Youth Fellowship, Friday 8:00 p.m.
The Pastor and Congregations extend a sincere welcome to all. Come and Worship with us.

REDEEMER LUTHERAN CHURCH

"The Church of the Lutheran Hour"
REV. E. B. FOX, Pastor
Divine Services every Sunday at 11:00 a.m. followed by Sunday School and Adult Bible Class.

UNITED MISSIONARY CHURCH

Rev. Ray Shantz, Pastor
Sunday School, 10:30 a.m.
Preaching, 11:30 a.m.
Sunday evening service, 7:30 a.m.
Wednesday evening prayer meeting at 8 p.m.

ANGELIC MISSION OF OLDS SUNDAY SERVICES

Sunday School, 11 a.m. every Sunday.
Bible Study, Sunday in the month: 7:30 p.m.—Didsbury.
Fourth Sunday in the month: 11:45 a.m.—Didsbury.

FALLEN TIMBER

FOUR SQUARE CHURCH
Rev. R. & Rev. C. Moore - Co-Pastors
Sunday School 1:30 p.m.
Church Service 2:30 p.m.
Young People's every Friday 8:30 p.m.
Come and Bring Your Friends

CHRISTIAN SCIENCE

How spiritual understanding of God's goodness overcomes evil will be brought out at Christian Science services Sunday.

The Lesson-Sermon entitled "Everlasting Punishment" will include the following selection from "Science and Health with Key to the Scriptures" by Mary Baker Eddy (871:15): "At all times and under all circumstances, overcome evil with good. Know thyself, and God will supply the wisdom and the occasion for a victory over evil."

Among the passages to be read from the King James Version of the Bible is the following (Isa. 38:10): "And the ransom of the Lord shall return, and come to Zion with songs and everlasting joy upon their heads: they shall obtain joy and gladness, and sorrow and sighing shall flee away."

The Golden Text is from Lamentations (3:39, 40): "Wherefore doth a living man complain, a man for the punishment of his sins? Let us search and try our ways, and turn again to the Lord."



The beautifully new Bel Air Sport Coupe with Body by Fisher.

**JUST OUT AND JUST WONDERFUL!
SEE THE '57 CHEVROLET TODAY!
IT'S SWEET, SMOOTH AND SASSY!**

Chevy goes 'em all one better—with a daring new departure in design (looks longer and lower, and it is!), exclusive new Turboglide automatic transmission with triple turbines, a new V8 and a bumper crop of new ideas including Fuel Injection!

New right down to the wheels it rolls on — that's the '57 Chevrolet!

By now you know it's new in style. But treat yourself to another look. Let your eyes linger on that stylish new bonnet, that daring new grille, the deeply hooded headlights, the saucy new slant of those High-Fashion rear fenders. Chevy's new and Chevy shows it all over! It's longer and lower for '57. And Chevrolet's new in lots of ways that don't show up in our picture. It's new in V8 power options that range up to 245 h.p.* Then, you've a choice of two automatic drives as extra-cost options. There's an even finer Powerglide — and new, nothing-like-it Turboglide that brings you Triple-Turbine take-off and a new flowing kind of going. It's the only one of its kind — the newest, sweetest, smoothest automatic of them all!

NOW — FUEL INJECTION OFFERED FOR THE FIRST TIME!

Greatest engine advance since overhead valves! Chevrolet engines with Ramjet fuel injection, available at extra cost in the Corvette and passenger car models, deliver up to 283 h.p. Come see the new car that goes 'em all one better — the new 1957 Chevrolet!



The new Bel Air 4-Door Sedan — one of 20 striking new Chevies.



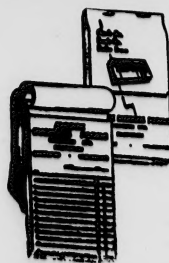
*Special high-performance 270 h.p. engine also available at extra cost.

Only franchised Chevrolet dealers  display this famous trademark.

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ED FORD, Proprietor

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FROM
THE DIDSBURY PIONEER

THE DIDSBURY PIONEER

Established in 1903

Published Every Thursday at Didsbury, Alberta
Entered as Second Class Matter, Post Office Department, Ottawa
Member of the Canadian Weekly Newspapers Ass'n.
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Subscription: In Canada, \$2.50 a year; In U.S., \$3.50
JAMES CURRIE, Editor and Publisher

Ramblin' and Roamin'



Now It Can Be Told ...

Contractors who have been awarded the job of building the addition to the local hospital have set May of next year as the grand opening date. That's the date they have on their books for completion of the project. Sweet music, no less.

Now It Can Be Told ...

Two local students ran first and second in the race for the Governor-General's medal, which is competed for each year. Only one point separated the two young learners, who finished ahead of all pupils in the Olds School Inspectorate. Sweet music, no less.

Now It Can Be Told ...

That stuff they pump out of Mother Earth and channel through pipes, gauges and gadgets is now being piped into homes in our hamlet. Friday was the big day and when the flare shot into the sky it was sweet music, no less.

Now It Can Be Told ...

Next Wednesday, October 31, there will be scores of masked marvels roamin' and rantin' for Halloween treats. We hope they keep in mind the fact it's a night for fun, not destruction. Any who fall under the ire of the law will hear music, but it won't be sweet.

Now It Can Be Told ...

The Lions Club are planning another fine show for Friday, November 23. If they can come up with the same high class brand of entertainment which featured the last effort, it will be sweet music, no less.

Now It Can Be Told ...

The late Rabbi Stephen S. Wise of New York was seated next to a Son of the American Revolution at a meeting. "One of my ancestors," said the Son, a bit boastfully, "signed the Declaration of Independence." "Ah, indeed," the rabbi said, "and one of mine signed the Ten Commandments."

FOR YOUR Plumbing & Heating Requirements SEE ...

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VITAMIN "A"

PROTEINS

FOR EXTRA GAINS ...

... EXTRA PROFITS

GOLE'S Feed Mill

PHONE 158, DIDSBURY

Guest Editorials

THE MACLEOD GAZETTE quotes the Department of Municipal Affairs' statement on its questionnaire and then comments ...

"Views on a provincial sales tax were divided, 54 per cent in favor, 42 per cent against, 4 per cent indicating no choice. It would seem that the controversial sales tax is not so unpopular as some of us believed."

The editorial does not state how these percentages were obtained; who were interviewed or from what cross section of public opinion the figures were obtained. It is certain the wage earners, who constitute the majority of our population, would not favor a sales tax; neither would the hundreds or thousands of business establishments, large or small, favor being made tax collectors for the government.

Already they have to spend considerable time making out government forms, and time is money ... If increased taxation is necessary, then let's have it through the existing channels, instead of setting up a sales tax bureau with the extra staff required, and inspectors checking up on business concerns, entailing additional expense in time of owners of business concerns, such as storekeepers and others, in collecting records and acting as tax collectors.

We are absolutely opposed to the sales or nuisance tax, and the people should make it plain to Mr. Hinman, the provincial treasurer, when he comes to town.

(The above was reprinted from the pages of The Nanton News, one of our leading weekly newspapers.)

AN "HONEST DOLLAR"

A friend of ours once said "when you lose the inclination to make a buck you might as well fold up for good." The desire to earn a dollar, whether a "fast one" or not, does add to one's zest for living and if there are enough of us doing the same thing, the wheels of industry and progress turn at a merry clip.

Today's youth, however, can be criticized ever so mildly for the apparent lack of desire to make the "honest, hard earned" type of dollar. Cars, spending money and all the extras are in evidence. Few and far between are the youngsters who are willing to get out and earn a dime for themselves. When one does run across an eager young man or lady looking for a job it is a refreshing experience.

During the past summer the job-seekers among our young people have been in the minority. But some of these youngsters took any job that came along and earned themselves enough money to clothe themselves

MOUNTAIN VIEW

(From Our Own Correspondent)

Mountain View W.I. will hold a social evening this Thursday, Oct. 26 at 8 p.m. Mr. Ken Stiles will be present to speak on his trip to the United Nations in New York. Films will be shown and the draw will be made on the chest and its contents. The W.I. will serve lunch. Everyone welcome.

Mr. and Mrs. Pat Sprague visited Sunday afternoon with Mr. and Mrs. Arthur Gebers.

ONE MORE

As the bus was about to leave the bus stop for its next circuit, a man rushed up to the door, peered in and said jokingly: "Hello, Noah, is the ark full?"

The bus driver, who was in no mood for joking, replied: "No, we're short one jackass. Come on in!"

for a large part of the school or university term. In other words, their efforts to earn their own money greatly lessened the strain on dad's pocket book.

We admire these enterprising types of young people. They are learning the fundamental lesson early, that to get by in this day and age, one must work, and work hard, and that the road to easy success and easy money is but for the few; yes, mighty few.

— Hanna Herald

NEED FOR STABILITY ...

Not long ago a prominent grain man from Winnipeg claimed a definite trend in grain marketing ideology is taking place in Western Canada — that the present system of marketing is losing its popularity. Naturally, under conditions of continued congestion any system will be subject to criticism.

But the forward-looking farmer is the first to realize that it is in times like these that orderly marketing is so important. There can be little doubt that if grain marketing was again in the hands of traders whose main concern was their commission, then farmers in the West could expect another trimming.

The open market may operate successfully in times of scarcity, but past experiences have shown that under conditions of surplus it breaks down hopelessly. It was this ineffectiveness that forced farmers to build their Wheat Pools and demand the Wheat Board method of marketing.

It is under conditions such as exist today that orderly marketing can make its greatest contribution to the welfare of farm people.

— The Budget

- Tractors -

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DEMONSTRATE ANY OF OUR
TRACTORS ON YOUR LAND !!!

We Still Have A Few SUPER W6 Available
We also Are Featuring the W 300, W 400 and
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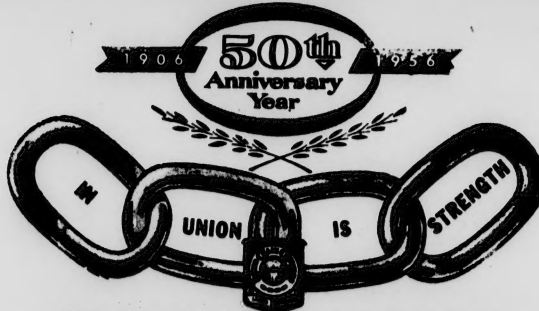
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OUR SERVICE IS GOOD ...

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(Don't forget ... Experience Counts)



EXPANSION FORGES A CHAIN OF PROGRESS



1906

A tent pitched on the Exhibition Grounds in Winnipeg in 1906 was the birthplace of the Company which has championed the cause of Western Farmers for fifty years. From this makeshift location was launched Canada's first successful farmer-owned co-operative Grain Company ... its founders representing Western Farmers who earlier in the same year at Bantulu, Saskatchewan, had resolved to unite and fight the injustices prevailing in the handling, grading and marketing of western grain.



1913

In the short space of seven years the new Grain Growers Grain Company succeeded in solving many of the Farmers' grain marketing problems and the Company now directed its attention to the mounting cost of supplies used by the farmer. A Farm Supplies Department was launched to handle Coal, Binder Twine, Flour and other essential commodities. The new service was a success from the start. In a single year, sales of Twine alone were to exceed 10,000,000 pounds. Substantial savings to Western Farmers resulted.



1917

The success of the Grain Growers Grain Company fired farmer interest in the benefits of united effort. Other co-operatives were formed. Within the decade the Company's leadership, financial aid and elevator facilities extended to many of the new organizations were recognized as important factors in their successful launching and establishment. Highlight of the year was the amalgamation of the Company with Alberta Farmers' Co-operative Elevator Company to form UNITED GRAIN GROWERS LIMITED.



1956

In its fiftyfifth year United Grain Growers Limited points with modest pride to a record of orderly expansion of its services and elevator facilities. From a few pioneers, shareholders new number over fifty thousand members; from a few scattered elevators, the system now covers a network of 685 country elevators with port terminals at Port Arthur and Vancouver. The Company's services in addition to its Farm Supplies Department now include a modern Feed Plant, a Farm Insurance Service and the publication of two of Canada's leading farm journals, "The Country Guide" and "Canadian Cattlemen". Today, as in 1906, the Company is wholly dedicated to serve the interests of Western Farmers.

UNITED GRAIN GROWERS LTD.

1906 CANADA'S ORIGINAL FARMER-OWNED CO-OPERATIVE 1956

Professional and Business Directory

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MISCELLANEOUS

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POOR LOSER

An Englishman, who was a casta-
way from a wrecked ship, was cap-
tured by cannibals. Each day his
arm was cut by a dagger and the
natives of the island would drink
his blood. Finally, one day, he called
the King.
"You can kill me and eat me if
you want to, but I'm getting sick and
tired of being stuck for the drinks."

—★—
Father Ryan: "And when you were
near Death's door, did you feel afraid
to meet your Maker?"
Houlihan: "No, your reverence.
It was the other Gentleman I was
afraid of."

—★—
Being a husband is just like any
other job — it makes it a lot easier
if you learn to like your boss.

By The Way

Contributed by
REV. T. J. STANTON, M.A.

"ONLOOKERS"
The young lawyer's father was
paying the son's office rent.
A friend said to the young man,
"So you are practicing law." "No,
sir," said the youth, "I may appear
to be, but I am only learning the art
of looking on."

A homemaker was very anxious to
get her maid more interested in some
work. She said to the maid, "You
might become president of your
group, if you would show a little more
interest." "No, Sir," said the maid.
"I don't want to be queen nor noth-
ing. I just want to sit and look on."

I wonder if there are not far too
many trying to play that part.
There are many who constantly
evade all commitments which require
sustained effort and continued con-
secration, and all positions that re-
quire unselfish service and some sac-
rifices. However, the people who
best serve self, their time and man-
kind as a whole, go on continually

in training and self discipline. They
advance in faith and works long
after the quitters have been forgot-
ten. They never say "I have done
enough," nor "I have had my turn."
They are seldom, if ever, found to be
too busy. They keep on in season
and out of season. That is why they
are so dependable as individuals and
as citizens. Everybody has a sound
reason for staying on the job. What
we lack most is a genuine interest,
such as will provide a living incen-
tive to be busy in life's most worth-
while efforts.

In the writings of Josephus we
read that the Jews refused to build
altars and temples to Caesar. The
Roman authorities then ordered that
a statue of Caesar be erected in
Judea and that an army be ordered
to invade the land of the Jews.
When the Jews sent a petition signed
by thousands of their people, asking
that they be not compelled to build
altars to Caesar, the Roman authori-
ties then ordered that a statue of
Caesar be erected in Judea and that
an army be ordered to invade the
land of the Jews.

When the Jews sent a petition signed
by thousands of their people, asking
that they be not compelled to build
altars to Caesar, the Roman authori-
ties then ordered that a statue of
Caesar be erected in Judea and that
an army be ordered to invade the
land of the Jews.

The Romans paid little heed to
these requests, but instead they re-
minded the Jews concerning how
very weak they would be as a Jewish
army. The Jews replied, saying,
they would not make war on Rome
but that they would all die before
they would permit the faith of their
fathers and the laws of their God to
be profaned. They thus threw them-
selves on the ground before the ap-
proaching Roman army, saying they
were ready to give up their lives, but
not their religious convictions.

In this incident we have the re-
corded actions of a people, whose
religion was much more than mere
expediency. Had these Jews been
weak at this time, had they given in,
they would have been wiped out as a
race and long ago forgotten. But
instead of being a forgotten race
their record has become an inspiring
example of heroic faith and true
courage. No race can be indifferent
to the laws of the Eternal and evade
annihilation.

Ignorance is never a valid reason
for indifference. Sitting in the sun
results in sunburns. Staying out in
the wet and cold brings on sickness.
To say that we did not know the sea-
son would change never makes a
season violate the law of order. After
summer, autumn will always come.

FALL'S HERE
WINTER'S COMING

It's not a day too
early to let us get your
car ready for cold
weather. Our Ignition
Specialists can assure you
of easy starting and smooth
performance all winter
long. See us today.

Ted Stauffer

PHONE 50 OLDS

DISCO RIM
IGNITION PARTS

Your Town . . .

If you want to live in the kind of
a town like the kind of a town
you like,

You needn't slip your clothes in a
grip and start on a long, long
hike.

For you'd only find what you left
behind — there's nothing that's
really new.

It's a knock at yourself when you
knock your town. It isn't the
town — it's you.

Real towns are not made of men
afraid lest somebody else gets
ahead.

When everybody works and no-
body shirks you can raise a
town from the dead.

And if while you make your per-
sonal stake your neighbor may
make one too.

You can make a town what you
want it to be. It isn't the town
— it's you.

—Contributed

Words From Famous Men

I would rather be ashes than dust.
I would rather that my spark should
burn out in a brilliant blaze than it
should be stifled by dry-rot. I would
rather be a superb meteor, every
atom of me in magnificent glow, than
a sleepy and permanent planet. The
proper function of man is to live,
not to exist. I shall not waste my
days in trying to prolong them. I
shall use my time.

— Jack London

Character is a by-product; it is
produced in the great manufacture of
daily duty.

— Woodrow Wilson

and then winter. "I didn't know"
has long ago been ruled out of our
courts.

Lack of knowledge concerning the
result of breaking spiritual laws,
never removes either the guilt or the
suffering. The wages of sin are al-
ways the same. Hate always begets
hate. "If ye forgive not men their
trespasses, neither will your Father
forgive you your trespasses." I did
not know is an empty cry. It is our
business to know.

When Jesus was in Nazareth, his
healing and saving power was just
as it had always been. But in Na-
zareth they refused to enjoy the pri-
vilege of sharing that power. That
power is still the same today. Are
we willing and ready to be active
partners with Jesus or are we con-
tent to remain as onlookers?

DIDSBURY OPERA THEATRE

Week-Day Shows at 8:00 p.m.

Saturday Matinee 2:30 — Evening 7:30 & 9:30

THURS., FRI., SAT.:
OCT. 25, 26, 27:

MON., TUES., WED.:
OCT. 29, 30, 31:



MI-MO-SILVER!
Any to the
greatest adventure
the west has
ever known!

THE LONE RANGER
GAYNE BRUCE — JAY STANTON
— A LEE RITCHIE — SANTA CARROLL

SPECIAL DELIVERY
COTTEN
ON BARTOK

CASTER BRUCE — JAY STANTON
— A LEE RITCHIE — SANTA CARROLL

OLD HOCKEY CLUB

\$1,000.00 Cash

— PLAY-AT-HOME —

- BINGO -

— PLUS —

ONE WATCH FOR FIRST REGULAR BINGO
ONE WATCH FOR FIRST "4-CORNER" BINGO
ONE WATCH FOR FIRST "L" BINGO
ONE WATCH FOR FIRST "T" BINGO
ONE WATCH FOR FIRST "X" BINGO
ONE WATCH FOR FIRST "SQUARE BINGO"
\$1,000 CASH FOR FIRST "BLACKOUT"

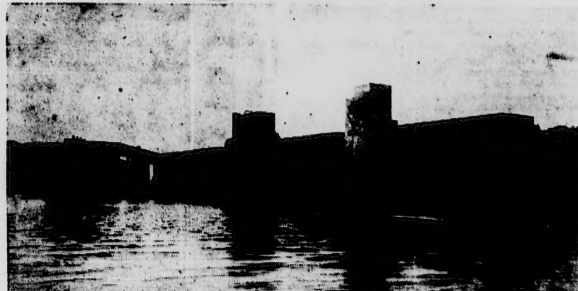
Rules Appear On The Back of Each Bingo Card

HERE ARE YOUR FIRST FIVE NUMBERS

1st 2nd 3rd 4th 5th
1-24 B-5 B-14 O-64 N-37

As soon as you have any bingo listed above,
phone 547, Olds. (note change in phone number)

Numbers Will Be Drawn Each Saturday
Watch This Space For Drawn Numbers

Canada's Biggest Tidewater Terminal
Owned By Alberta Farmers

The Alberta Wheat Pool's 7,300,000 bushel terminal at
Vancouver is shown in the photo above. The new 2,150,000
bushel addition, on the right hand side of the picture, was
officially opened by Rt. Hon. C. D. Howe, minister of Trade and
Commerce, on Friday, October 19.

This new addition is the first major terminal construction
on the West Coast in 25 years. It is significant that it was
carried out by Alberta farmers themselves, who in the past
few years have been hampered by almost continuous elevator
congestion.

Again the Alberta Wheat Pool has demonstrated its value
as a self-help organization of farm people.

ALBERTA WHEAT POOL

"Farmer-owned Co-operative"



Featuring horizontal-sweep styling, the 1957 Chevrolet looks even longer than its 200 inches — two-and-one-half inches more than last year. All bodies are lower, too, and further additions have been made to windshield area, the whole adding up to striking eye-appeal. Among the many mechanical advancements is revolutionary fuel-injection as an available option. Shown above is the Bel Air sport coupe.

WEDDINGS

COOPER — RASMUSSEN

A wedding of interest to many was performed in the Connaught Pentecostal Church, New Westminster, by Rev. Forseth recently, when Eunice Elizabeth Rasmussen and Mr. Keith Douglas Cooper, youngest son of Mr. and Mrs. J. H. Cooper of Cremona were united in marriage.

To the strains of Lohengrin wedding march each groomsmen proceeded to the main aisle of the church, met a lovely bride and escorted her to the altar where they formed a half circle to receive the bride. The groom then marched out to meet his bride, who was escorted to the main aisle by her father, who then gave her in marriage, after which the bride couple took their places at the altar.

The bride wore a fitted white satin and lace bouffant gown with overskirt of nylon with finger-tip length veil falling from a coronet of nylon and pearls. She carried a sheaf of American Beauty red roses and a bouquet of white carnations. Her only jewelry was a rhinestone necklace, a gift of the groom.

Miss Merle McDonald, maid of honor, was dressed in yellow nylon net over satin and lace and wore a matching pink hat.

The bridesmaids were Miss Gladys Randall, who wore blue nylon over satin and lace with matching picture hat and Miss Marilyn White, who wore a pink nylon net over satin and lace, with matching picture hat.

The groom was supported by his cousin, Mr. Pat McGaffin, his brother, Mr. James Cooper and the bride's brother, Mr. Edgar Rasmussen.

The bride's mother wore turquoise blue dress with pink accessories and a corsage of pink and white carnations.

The groom's mother wore a charcoal gray tweed suit with turquoise and white accessories. Her corsage was pink and white carnations. The groom's grandmother, Mrs. W. H. McGaffin, wore a turquoise blue dress and white accessories and a

corsage of pink and white carnations.

A reception was held in Immanuel hall in New Westminster, with places set for 150 guests. The hall was beautifully decorated with autumn leaves, asters and mums, by Mr. Don Rasmussen, cousin of the bride.

A musical program by gifted artists was provided. Telegrams were read, especially one from the bride's grandparents of Portage La Prairie. A toast to the bride was given by Rev. Orr of Winnipeg, responded to

by the groom, who also gave a toast to the bride's parents. Rev. Forseth proposed a toast to a special guest, the groom's grandmother, Mrs. W. H. McGaffin, formerly of Didsbury, but now of Creston, B.C.

The bride's going-away suit was a black and white tweed suit with coral blouse and matching corsage of carnations and roses.

After a honeymoon spent in Los Angeles and Mexico, the happy couple will be at home to their many friends at 891 Royal Oak Ave and Keith St., South Burnaby, B.C.

Makes Sense This Time ... Spending To Save !!!

When Alberta gas starts flowing into the industrial areas of Ontario and Quebec some time in 1958, Canada will save up to \$80 million a year now being spent on American oil. But before that we will have had to spend several times that sum to purchase from the United States necessary supplies to build the pipeline.

That is only one example of where we are spending big today so that we can save in a big way tomorrow. There was a similar case with western oil.

Ten years ago almost every drop of oil used in Canada had to be imported and paid for in American funds. Now we are using twice as much oil and close to 80% of our needs are being supplied by Canadian wells.

It's the same story, only more so, with iron ore. Ten years ago virtually all was imported. Now we are a net exporter. Millions and millions of dollars have been poured into the development of uranium, but starting this year we will have a brand new export and one that could be worth several hundreds of millions a year in a very short time.

Huge sums have been invested in new plants and equipment so that we can turn out more copper, nickel and aluminum and to produce those new wonder metals like columbium and lithium, vital in heat resistance.

Plan Now To Visit The Royal Winter Fair TORONTO, NOV. 9-17

The Canadian Pacific offers low cost Semi All-Expense round trip package tours from Edmonton, Calgary and Saskatoon, Nov. 8th, Swift Current, Moose Jaw, Regina, Weyburn and Winnipeg, Nov. 9th; Fort William and Port Arthur, Nov. 10th. ... Return with the party Nov. 17th, or independently.

Consult your
CANADIAN PACIFIC AGENT
For Reservation and Tickets

Canadian Pacific

FOR HIGH CLASS PRINTING AT THE RIGHT
PRICE ... CONTACT THE DIDSBURY PIONEER



Here! New Task-Force 57 Chevrolet Trucks! Performance-proved in a history-making test on the ALCAN Highway to Alaska

Here are the trucks that conquered the Alcan Highway — one of the world's most challenging roads! Six new '57 Chevrolet trucks, loaded with cargo, roared north from Dawson Creek, B.C., through 1,520 miles of mountains and mire, rain and hail — every conceivable natural roadblock — to Fairbanks, Alaska. Running around the clock, they made this tortuous trip — normally a 72-hour run — in less than 45 hours.

Like a carelessly unwound ribbon, the Alcan Highway twists and reels for 1,520 miles. It tumbles over towering mountains of awesome beauty and wanders through desolate Yukon forests. A miracle of engineering — but a brutal challenge to trucks.

It's the road where trucks grow old before their time. The road where gravel endlessly

sledgehammers the life out of trucks. Where a fog of superfine dust chokes engines, and vicious ruts subject chassis to months of wear in a few hundred miles.

This is the road that was chosen to give the new '57 Chevrolet trucks a supreme test of stamina, performance and handling ease. The results of that test made hauling history!

FIRST WITH THE MOST MODERN FEATURES!

New 283-cubic-inch Taskmaster V8 delivers 140 high-torque horsepower. Standard in Series 1800 and 1700, optional in Series 1300 through 1600 at extra cost. Horsepower ranges up to 230 in Chevrolet's complete lineup of modern V8 and 6-truck engines. Revolutionary Powermatic Transmission! This six-speed automatic, designed specifically for heavy-duty hauling, is an extra-cost option in Series 1600 through W1900 models. Hydramatic is offered in 1300, 1600 and 1800 Series models at extra cost. New 1937 work-saving gives Chevrolet trucks an even frasier, better appearance. There are three different and distinctive treatments.

Low Cab Forward models outshine the C.O.B. because they're lower, handsomer, easier to get into and out of, and save time in routine engine maintenance. Yet they offer all the traditional Cab Over Engine advantages. Heavyweight Champs with Triple-Torque tandem are rated at 32,000 lbs. GVW, 50,000 lbs. GCW. And Chevrolet's advanced tandem rear axle unit offers a built-in three-speed power divider—plus a unique "self-steering" action that reduces tire wear and increases handling ease.

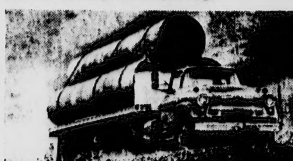
(AAA) The Chevrolet Alcan run was sanctioned and official results certified — by the American Automobile Association.

Proved on the Alcan Highway... Champs of every weight class!

Alcan fleet reports up to 30 miles per gallon! That's based on official AAA fuel consumption figures for the Camino Carrier, powered by the famous Turbodiesel engine and equipped with Overdrive (optional at extra cost).



All the way in DRIVE range with Powermatic! As a special test, this Powermatic-equipped 1900 Series tractor travelled the length of the Alcan Highway — up mountains and through washouts — in a single forward-speed range!



New Super Taskmaster V8 Retains Yukon mountain! This 1937 1800 Series truck with its new 283-cubic-inch V8 engine was more than a match for Alcan mountains. It climbed towering grades with jackrabbit agility.



YOU ASKED ME !!!

Aboard a freighter, Stoker First Class Jones was taking an examination for promotion.

"What steps should be taken in case of a leaky tube in the boiler?" asked the chief engineer.

Jones pondered briefly: "The boiler room ladder, sir," he answered. "Two at a time."

Film Federation Holds Important Meeting

The annual fall meeting of the Central Alberta Film Federation was held in the Buffalo hotel, Red Deer on October 10.

President Mowha got the meeting underway with a review of last year's work and a financial statement presented showed the federation to be in a healthy position.

The catalogue for the 1956-57 season were distributed by Mr. E. T. Wiggins of Rosebud council. These film catalogues will be on sale to film users for 50c. Mr. Wiggins was thanked for a big job well done.

Graydon Arnold, of the National Film Board, was present with some enlightening information on new films purchased and soon make it a near impossible job unless the federation took steps to keep these films up through the year. Mr. Wiggins enlarged on this point, telling members of how he had gone out to put on a show with four films and found only one re-wound. He felt a lot of the carelessness could be stopped by a little firmness on the part of the federation.

COULD BE RIGHT !!!

There's one thing about money. It may not buy you more friends — but it does attract a better class of enemy.

Only franchised Chevrolet dealers display this famous trademark

EDFORD MOTORS

ED FORD, Proprietor

Phone 58, DIDSBURY, Alberta

It's Time To

BAKE THAT CHRISTMAS CAKE
... STARTING ABOUT NOW !!!

WE HAVE A GOOD SUPPLY OF
FRUITS ON HAND TO LOOK AFTER
YOUR REQUIREMENTS !!!

WE ARE FULLY STOCKED FOR
ALL OR ANY OF YOUR
HALLOWE'EN REQUIREMENTS

RED & WHITE
HAWKSWORTH LIMITED

J. KOSSOWAN

PHONE 39

LACOMBE FALL SALE

TUESDAY, OCTOBER 30th
Sale Commences at 10:00 a.m.

— SWINE —

9 Tamworth Boars 22 Yorkshire Boars
35 Yorkshire Females

— CATTLE —

4 Shorthorn Bulls 11 Hereford Bulls
8 Shorthorn Females 19 Hereford Females
Some with calves at foot

CENTRAL ALBERTA AGRICULTURE SOCIETY
Lacombe, Alberta

IT'S BATTERY AND COOLING SYSTEM
TIME

GET YOUR FREE CHECK

WE USE
CHRYCO
POWERLINE BATTERIES
AND
CHRYCO GLYCOL ANTIFREEZE

PREVOST MOTORS

"Body Shop in Connection"

Phone 14

Didsbury

CAMPBELL'S FOOD STORE
PREMIER MEATS

"THE COMPLETE FOOD CENTRE"
RAY and BETH CAMPBELL

NOW IS THE TIME TO THINK ABOUT THOSE
CHRISTMAS CAKES AND PUDDINGS. WE
HAVE A COMPLETE SUPPLY OF NUTS AND
FRUITS FOR BAKING.

INGERSOLL CHEESE ROLLS 1 lb. 49c
KRAFT CANADIAN CHEESE 2 lbs. \$1.05

SATURDAY AT THE MEAT COUNTER —
BABY BEEF SHOULDER ROAST lb. 39c

All Meat Government inspected

MERCHANDISE GUARANTEED
FREE DELIVERY

GROCERIES 134

MEATS 42

DISTRICT NEWS

WESTERDALE NEWS

(From Our Own Correspondent)

The Willing Workers meeting was held at the home of Mrs. D. Herbert last Wednesday afternoon, with nine members and one visitor present.

Roll call was answered with a limerick and wearing hair in a pony tail or upswEEP.

During the business session it was decided to donate \$10 to the Didsbury rest room project and to hold a slide show at the hall, with proceeds to go to the hall.

The "entertaining the husbands program" will be omitted this year. Mr. and Mrs. L. Cole and Mr. and Mrs. Dan Masopha, all of Edmonton, were weekend visitors at the P. J. Jackson home.

Wee Lynn Cowie of Edmonton has spent the past month with her grandparents, Mr. and Mrs. J. Cowie.

Mr. Ken Farrant and Mr. Bob Owens of Calgary were recent visitors at the home of Mr. and Mrs. H. Jackson.

Mr. A. Jones returned home Friday evening to spend the weekend but was taken to Ochs hospital on Saturday to have his gallstones checked over.

WEST NOTES

(From Our Own Correspondent)

Mr. and Mrs. Russel Gillis and family of Jasper were overnight guests with Mr. and Mrs. Arnold Hogg for a couple of days last week and all tucked in a turkey supper at Dog Pound Friday evening.

Mr. and Mrs. H. Krebs and family are visiting in Vulcan for a few days.

Mr. and Mrs. Alfred Cowits were supper guests with Mr. and Mrs. A. L. Hogg on Sunday.

Mrs. O. Krebs and Mrs. J. Jacobsen were dinner guests with Mr. and Mrs. Albert Krebs on Sunday.

Mr. and Mrs. O. Befus spent the weekend in Calgary.

LIGHT YOUR WAY
WITH BIBLE STUDY.

October 31st is generally observed as the birthday of the Protestant Reformation. It was on that day, in 1517, that Martin Luther nailed his 95 propositions on the door of the Castle Church in Wittenberg.

What was Martin Luther's great discovery? It was the chief teaching of the Bible: "Therefore we conclude that a man is justified by faith, without the deeds of the law." Rom. 3:28.

For hundreds of years the established church had taught that man was saved by faith plus deeds. Luther discovered that the Bible-taught salvation is by faith alone.

"By grace are ye saved through faith; and that not of yourselves; it is a gift of God, not of works, lest any man should boast." Eph. 2:8.

It was the Reformation of Martin Luther that brought this vital teaching to the attention of the world once again. Through doing so he, in a sense, gave Christ back to the world. God can bless us through Christ only when the Gospel is preached in the churches and believed by you.

**MORE GO-
IN
MUD AND
SNOW
WITH
B.F. Goodrich
TRAILMAKER
TRACTION TIRES**



AVAILABLE NOW ON RECAPS.
FOR EXTRA ECONOMY, BRING
IN YOUR WORN-SMOOTH TIRES
... LET US RECAP THEM WITH
THE MUD-SNOW TREAD!

PREVOST MOTORS

Dodge and DeSoto — Partly 95
PHONE 14 DIDSBURY

CREMONA NEWS

(From Our Own Correspondent)

The United Church held a social evening last Sunday night in the basement. About 50 people gathered for fellowship and fun. Mr. and Mrs. L. Borton and Mr. and Mrs. F. Rodway were guests of honor.

Mrs. J. Lane held a tea in her home Tuesday, Oct. 23, when she entertained the C.O.I.T. leaders and the mother's of the group. Rev. and Mrs. Magee, Mrs. F. Stone, Mrs. G. McBain, Mrs. J. Betta, Mrs. E. Wigg, Mrs. D. Liddel, Mrs. A. Cameron and Mrs. Mork were guests.

A bazaar and dance was held in the Graham school on Friday, Oct. 26. Proceeds will go to the district's Christmas fund.

Mr. and Mrs. D. Sir and Mr. and Mrs. E. Caebeer were amongst those who attended Shrinjo bingo in Calgary on Tuesday night of last week. Mrs. Harry Boettger was the lucky winner of a portable TV set the same evening.

Sympathy of the district is extended to friends and relatives of Jack Brydon, who passed away in Ontario last Saturday morning. Mr. Brydon, an old-time resident of Water Valley, had been in poor health for some time and had just recently travelled to Ontario to visit with relatives.

Mr. and Mrs. Russell Gillis were Cremona visitors last week. They expect to return home on Oct. 27. Former residents of Cremona, they now make their home at Jasper.

Ruby McMillan and Margaret A. Klobarders at a birthday party in honor of Theresa Klobarders at the Mork residence on Sunday evening, October 21.

Midway News

(From Our Own Correspondent)

Mr. and Mrs. Howard Peterson of Edmonton were recent visitors with Mrs. E. Swanson.

We are pleased to report that Mrs. P. Hoskin is progressing favorably, following a recent operation.

Congratulations to Mrs. Dorothy Rogers on winning the "Corvette" at the Shrinjo bingo night.

Mr. C. D. Harder spent several days last week in Edmonton, attending a hospital convention.

Our sincere sympathy goes out to Mrs. E. Good and family on the loss of their beloved husband and father.

The films and entertainment, which was to have been held at Midway on October 27, has been postponed to a later date; also the sale of home cooking and pie social, scheduled for November 2nd.

EAST NOTES

(From Our Own Correspondent)

Mr. and Mrs. Alfie Thompson and Mr. and Mrs. Ralph Heaton took on a nice turkey supper at Belsker last evening.

Mr. and Mrs. Schumaker were Calgary visitors on Thursday and spent some time with their daughter, Gladys.

With most of the harvesting completed there has been a lot of visiting back and forth — with the ladies and the head (?) men catching up on district news.

Sympathy is extended to Mrs. Ray Good and family on their recent bereavement.

Subscription Note:

Please pay out of town subscriptions by money order.

A red line under your name means your subscription is overdue.

A blue line means your subscription is coming due next month.

ARE PEOPLE
MORE CALLOUSED?

Turned up some old magazines from 1932 and found them full of the Lindbergh kidnapping case. The sense of outrage, anger and pity seems to have been stronger then than about the crime. While there was a good deal of concern about the recent kidnapping when a child also died, it didn't seem to have stirred people so much although the crime was equally as serious, and means as much now as it did in 1932.

It is possible that there is so much death as the result of carelessness on the highway, so much death in the civilian population as a by-product of war, so many people killed by chance, so many considered percentages in tremendous national or world totals, that sympathies are caloused and compassion is dulled.

It seems, at the same time, because more compassionate towards criminals, that they have less compassion left over for the victims.

It is right that people should give thought to how criminals are handled and penalized and they should give time and thought to policies which will reduce crime; but it seems to have confused and atrophied proper anger and the moral obligation to consider the rights of the victims and of the society at large.

— Nanton News

FOR THOSE COAL REQUIREMENTS ... It's

"VESTA" Coal

"ALBERTA'S BEST BUY"

COBBLE, off the car per ton \$8.50
LUMP, off the car per ton \$9.30

THIS COAL IS GAINING
POPULARITY BY SATISFACTION

ATLAS LUMBER CO.
DIDSBURY, ALTA. Phone 125

Ardie Slawson, manager..

Phone 125

Farm Families
Of Didsbury

PROTECT YOUR INTERESTS
JOIN THE FARMERS' UNION OF
ALBERTA F.U.A. WEEK

THE F.U.A. ASKS ..

CASH advances on farm-stored grain.

Construction of additional government-owned storage space so farmers may deliver the full quota of grain each year per A uniform annual Quota Policy.

To establish a food bank by buying wheat equivalent to an average year's crop.

To appoint a full-time Transport Controller. No demurrage charges on grain cars held at terminal elevators.

That farmers be allowed to deliver to the elevator of his choice.

When Your F.U.A. Canvasser calls, Join The
FARMERS' UNION OF ALBERTA
Help Get a NEW DEAL For Agriculture

INNISFAIL LIONS CLUB

PLAY-AT-HOME

CAR BINGO

A CHANCE TO WIN A PLYMOUTH,

DODGE, PONTIAC, FORD or METEOR

Numbers called to date: O 71; B 11; O 74; O 61;
N 35; O 66; N 43; N 40; 1 16; G 55; 1 30; O 69;
O 73; N 38; G 52; O 62; G 48; B 3; N 41; B 1;
N 34; 1 24; B 9; N 33; G 47; 1 23; B 2; G 58; N 36.

Check With Us Now !!!

For Your Steering and

Heating Problems

Undercoating Is Also

One Of Our Specialties

Duncan Auto Body
And Service

PHONE 73r2

OLDS

Now On Sale

CANADA SAVINGS BONDS 11th SERIES

NOW ON SALE AT THIS OFFICE !!!

YOU'LL NEVER BE SORRY YOU BOUGHT

"Canada Savings Bonds"

For Further Information See

C. E. Reiber, of Reiber Brothers, sub-agent for
Toole-Peel Investments Ltd., Calgary, Alta.

REIBER BROTHERS

Where Insurance Is A Business, Not A Sideline

C. E. Reiber

Phone 90

A. W. Reiber

save on
building costs -
see your
**LUMBER
DEALER**



You can save on the cost of so many building jobs by consulting your local lumber dealer. Take your problems to him before you start. For attractive trade and cottage in your new home, or for any remodeling work in your present home, see him for the ideal wallboard . . .

**STONCBOARD
WALLBOARD**

the tropic, gypsum wallboard for the best Walls and Ceilings
Your Lumber Dealer has it at a reasonable price
made by
WESTERN GYPSUM PRODUCTS LTD.
WINNIPEG CALGARY



Phone 65

HOWARD ALLENSON

The thrifty shopper buys where he or she is invited to shop. Your advertisement in The Didsbury Pioneer is an invitation to over 90 percent of the people of Didsbury and district to buy their needs in your place of business.

FOLKMAN'S CLOTHING

LADIES', GIRLS' and CHILDREN'S
WINTER COATS !!!
Good Selection of CAR COATS for
Ladies and Teen-agers
COATS, COAT SETS and SNOW SUITS
for the younger children
We have a few DUFFLE COATS going
at Sale Price . . . boys' sizes, 6 to 18 yrs.



no trick shot

Blacklegol's®



Fortified with Alhydrox®

Get two killers—blackleg and malignant edema with one 5 cc shot. Alhydrox helps this potent bacterin build long lasting high immunity.

New! BLACKLEGOL'S-100—One 10 cc shot gives long-time immunity against both blackleg and malignant edema. FAMOUS economical protection against shipping fever too for ducks.

© Cutter Tractor House, Inc. Available only in Cutter territories

Authorized CUTTER Distributor

Now is the time to vaccinate for Septicemia in your cattle . . . we carry a good stock of Pel-menal and also three-way vaccine (Blackleg, Malignant Edema and Septicemia). Loss of one animal costs more than a lotta' vaccine.

Law's Drug Store
The REXALL Store
PHONE 40 — DIDSBURY, ALBERTA

Little Items of Local Interest

Mr. and Mrs. Jim Foreman of Lomond, visited over the weekend with the former's sister, Mrs. Eva Blain.

Mr. Ernie Walker, who is suffering from rheumatic fever, is a patient in Stettler hospital. Mr. and Mrs. Ed Klinek were visitors in Stettler over the weekend.

Mr. and Mrs. Clifford Chorley, formerly of Harmanan district, and now of Devon, visited Mr. and Mrs. A. Grange at the weekend.

Born to Mr. and Mrs. V. Wollen (Allwyn Krebs), of Fort St. John, on October 17, twin daughters.

Mr. and Mrs. Don LeGrand, formerly of Halifax, visited for a week with the former's parents, en route to Victoria, where Don is stationed with the Canadian navy.

Mr. and Mrs. Alf Allen were weekend visitors at the home of Mr. and Mrs. W. O. Turner of Hanna.

Members of the Municipal Council of Mountain View, and delegates from Olds School Division, Three Hills School Division and the Municipal District of Three Hills visited with government officials in Edmonton on Monday, when discussion was centered around the changing of boundaries effecting the groups. No decision was arrived at.

Mr. and Mrs. D. B. McKullen take pleasure in announcing the arrival of a new boarder in their home, five-month-old Brian Douglas, who intends to take up permanent residence with the afore-mentioned couple.

Dr. Sydney Gilchrist, a United Church missionary from Africa, was guest speaker in Central United Church, Calgary on Sunday. A contingent of the Westcott Robertson's motored to Calgary to hear him preach. Dr. Gilchrist is the father-in-law of the former Margaret Robertson, well known in these parts.

On Sunday the laymen from Knox United will take the service at Westcott in the morning; in the evening the laymen from Westcott will take the town service.

The school crew, that is the students, will enjoy a two-day holiday on Nov. 1 and 2, when their teachers' journey to Calgary to attend the annual two-day convention of the whistmasters.

GEMS OF THOUGHT

"THE PRICE OF GREATNESS"

If any man seeks greatness, let him forget greatness and ask for truth, and he will find both.

—Horace Mann

The price of greatness is responsibility.

—Winston Churchill

Responsibility walks hand in hand with capacity and power.

—J. G. Holland

Behold the turtle. He makes progress only when he sticks his neck out.

—James Bryant Conant

Responsibilities like a string we can only see the middle of. Both ends are out of sight.

—William McFee



HERE I AM AGAIN . . . YOU'LL BE SEEN! ME NEXT WEDNESDAY NIGHT . . . I'LL BE GOOD IF YOU DO YOUR SHARE TOO . . . AS FAR AS I'M CONCERNED IT'S STRICTLY A "TREAT OR TRICK NIGHT." THAT'S THE WAY IT SHOULD BE DON'T YOU THINK ? ? ?

UNITED CHURCH OF CANADA
Rev. T. J. Stainton, M.A.

SUNDAY OCTOBER 28
Westcott Sunday School 10:30 a.m.
Westcott Service 11:00 a.m.
Knox Church School 11:00 a.m.
Knox Evening Worship 7:45 p.m.
Bible Study and Wednesday, 8 p.m.
LAYMEN'S SUNDAY

Coming Events

—There will be a chicken and ham supper at Westcott United Church, Nov. 2, from 5:30 to 9:00 p.m., sponsored by Westcott W.A. 11c

—The Legion Ladies' Auxiliary dance has been re-scheduled for Nov. 9, at Lone Pine hall; Allen's orchestra. 11c

—Westcott Jr. W.I. will hold a masquerade Halloween dance at Westcott school, Oct. 31 at 8:30 p.m. Prizes will be given.

—There will be a dance at Rugby hall on Friday, Nov. 2. Frank's orchestra. 41-31c

—A turkey supper will be held on Saturday, Oct. 27, in the Lions hall, from 5:30 to 8 p.m., sponsored by St. Anthony's Church women's group. 41-25c

—The Allingham Ladies' Club will sponsor a turkey shoot at Crown school, 25 miles east of Didsbury, on Wednesday, Oct. 31, starting at 1 p.m. 11c

—Rev. Geoffrey Flagg of Red Deer will conduct the service at St. Cyprian's Anglican Church on Sunday, Oct. 28, at 11:45 a.m. The sermon will be on "Stewardship."

—Regular meeting of the Legion Ladies' Auxiliary will be held on Thursday, Oct. 25, at 8:30 p.m.

—St. Hilda's Chapter, Order of the Eastern Star, will hold a bake sale at Leeson's Hardware, Nov. 17, from 2:30 to 5:00 p.m. 41c

—Rugby W.I. will hold a Home Bake Sale October 27 in the Massey-Harris store. 11c

—The registration meeting for Cubs and Scouts will be held on Thursday, Nov. 1. Prospective Cubs should be on hand at the Scout hall at 3:45 and the Scouts at 7 p.m.

TODAY'S CHUCKLE

Never contradict your wife. Listen while and she'll contradict herself. It's better that way.

LATE CLASSIFIEDS

POR SALE — Registered Hereford heifer and bull calves; also older females. Contact B. A. Atkinson or Gerald Archer. 41-31c

CARD OF THANKS

We wish to express our sincere thanks to our Didsbury friends for their expressions of sympathy at this time, by cards, flowers and donations to the memorial fund. It has all been deeply appreciated. God bless you, everyone.

MR. and MRS. ALVIN TRAUB
and VELMA
MR. and MRS. HARLEY TRAUB
and FAMILY

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